

LEO BURNETT U.S.A.

a subsidiary of LEO BURNETT COMPTON, INC.

Ad No. 139 - (ARND OF PACK) - Reg. No. 85665 - Page, 4/c - (9 3/4 x 11 1/4 inches)

Printed in U.S.A.

Supplements, 1985

New Players Lights 25's because...

25 for 20
puts you 5
smokes
ahead of
the pack.



Count 'em.

25
premium quality
cigarettes
for the price of 20

King: 10 mg "tar", 0.8 mg nicotine
100's: 12 mg "tar", 0.9 mg nicotine
av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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MS is suggested pricing based on full price brands. Not available in all areas.

D. Spiegel/J. Gregg